

# ▶ PREPARING QUALITY OF PLACE AND WORKFORCE ATTRACTION PLANS

## *Developing the Quality of Place and Workforce Attraction Plan*

An advisory team comprised of representatives from different stakeholder groups or organizations representing the county will guide the Quality of Place and Workforce Attraction planning process. This team will oversee the planning effort, help identify strategic priorities, build consensus, and serve as advocates for advancing prosperity through quality of place and workforce attraction strategies. In addition, communities will be expected to engage the broader community as appropriate. All counties are expected to hold a town hall meeting to present their plan to their community before submission to ROI.

Through the Quality of Place and Workforce Attraction Planning Process, counties in the Indiana Uplands will identify gaps and opportunities for attracting and retaining regional workforce. Stakeholders should also gain a better understanding of, as well as engage, existing assets that can be leveraged productively and effectively.

As identified in the Strategic Plan for Economic and Community Prosperity in Southwest Central Indiana report, developing and capitalizing on assets in the Indiana Uplands region will significantly contribute to the region's ability to retain and attract employees, residents, and additional investment in the area.

## *Quality of Place and Workforce Attraction Plan Minimum Technical Requirements*

A successful Quality of Place and Workforce Attraction Plan will address the following requirements:

- Title page
- Table of contents
- Clear, easily readable maps, photographs, charts and tables sufficient to illustrate the critical elements of the planning document
- Clear, concise readable text
- Sources clearly indicated in tables and/or by footnote in text

## *Elements of A Successful Plan*

### **Story**

The plan provides relevant context about the county's history and current conditions. It should provide both local and regional context and help the reader understand what makes the county unique and valuable. It should also address the variables upon which growth and prosperity succeed or fail. The plan should describe how quality of place and workforce attraction will enable the county to further pursue and implement its goals.

### **Engagement**

The plan includes detailed results of the planning process, including community engagement, previous or existing plans that informed the effort, and the discovery strategies that were employed to gain citizen input in identifying assets, opportunities, and deficiencies.

### **Data**

The plan provides a comprehensive review of the demographic and economic conditions of the county and addresses trends, current conditions, and extrapolations from the data that can inform strategies for the future. Data should be used to support the identification of the challenges and opportunities faced by the county that impact quality of place and workforce attraction.

### **Context**

The plan explains how opportunities were identified, including a discussion of the county's quality of place assets, which may include cultural, historic, natural, geographic, creative or human resources identified through the process to provide the county with a potential competitive advantage to attract and retain workforce.

The plan provides a locally specific vision to address quality of place challenges and opportunities aligned with regional goals. Key goals and objectives should be identified, as well as strategies for achieving those goals.

### **Solutions**

The plan includes a quality of place project list with recommendations for projects identified by the project team and stakeholders as having value and potential. The projects should be prioritized based on the potential feasibility of implementation and level of impact on workforce attraction and retention. Projects or programs should be grouped into priority tiers rather than a numerical list. The solutions section should document and support the significance of the projects within the overall goals of the county and region.